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## Nike's commuting 'TRAC' earns top honor from EPA

BY

*The Beaverton Valley Times* Oct 26, 2006

**For the third straight year, Nike Inc. has been recognized by the U.S. Environmental Protection Agency as one of the country's top workplaces for commuters based on the company's efforts to promote alternative ways for employees to get to work, from carpooling, buses and trains, to skateboarding, biking, walking and telecommuting.**

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The EPA's Best Workplaces for Commuters list ranks Nike 17th of 133 Fortune 500 companies making the list.

"Commuting can lead to stressed-out employees and a stressed environment," said EPA Administrator Stephen L. Johnson. "Leading companies like Nike are relieving that commuter strain – improving the quality of life for their employees, and the quality of the environment for their communities."

Through its program called TRAC (Traveling Responsibly? Accept the Challenge), Nike offers monthly prizes and incentives to employees at its Washington County headquarters who can get to work by eliminating the use of a gasoline or diesel-powered vehicle.

"We recognize that employees at Nike have a variety of aspirations when they come to work each day," said Hannah Jones, Nike vice president of Corporate Responsibility. "For many, through the TRAC program, they're able to integrate their values of sustainable communities and environmental preservation by getting to work in a way that's outside the norm of single-car commuting."

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TRAC is staffed by a full-time transportation coordinator who manages information about the program on the company internal Web site.

Employees register on the TRAC site each week for the number of alternative commutes they take the week prior. Prizes, which are done by monthly drawing, are given to an average of 40 employees.

Other incentives include annual public transportation passes from TriMet for \$20 and a shuttle system that allows employees to take public transportation and have a ride to campus.

Since the program began in 1992, it has reduced the company's average drive-alone rate from 98 percent to 84 percent.

Last year, Nike employees saved about 719,343 vehicle miles traveled (based on a 17.8-mile roundtrip) by using alternative methods to commute. That's a saving of 35,967 gallons of gas.

